MasterLINK

What is it?

How is it different?

Why is it better?

Exhibit 2

What Is MasterLink?
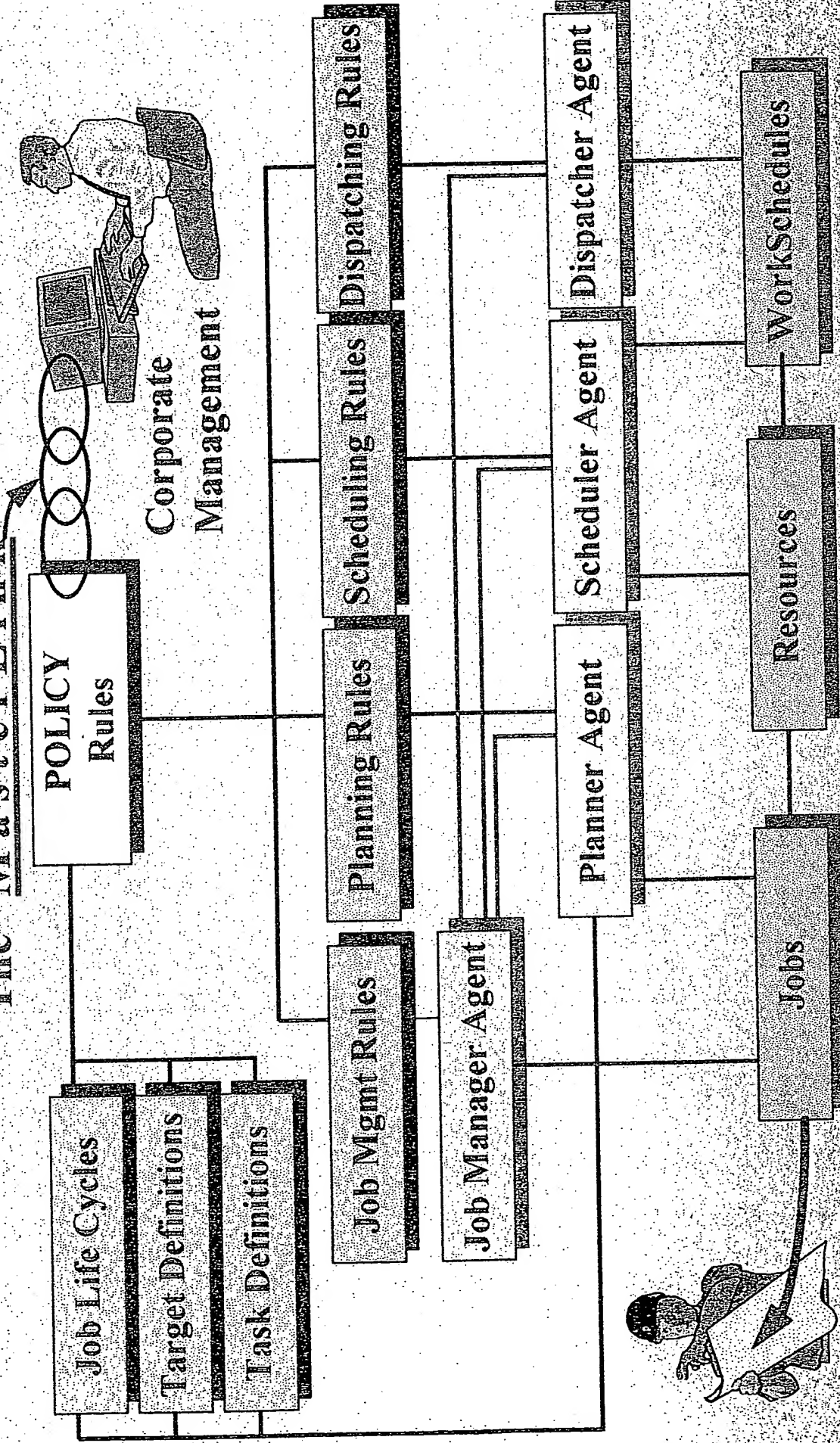
It is A Process-Focused
Job Management System That:

- Automates SUPERVISION

- Provides Workers with all Job Information When They Need It

- Automates Field Data Reporting

- Keeps Score &

- Lets Management Manage

How is MasterLink Different?

- It Automates the Supervisory Process

- It Uses Flexible RULES, called Policy, to Control the Workforce

- It Links Corporate Management Directly to Their Workers

Management Control Through POLICY
The "Master Link"

POLICY Rules

Corporate Management

Job Life Cycles

Target Definitions

Task Definitions

Job Mgmt Rules

Job Manager Agent

Planning Rules

Scheduling Rules

Dispatching Rules

Planner Agent

Scheduler Agent

Dispatcher Agent

Jobs

Resources

WorkSchedules

4

Policy Benefits Equation:

Any Enterprise Objective and/or Event

+ Work Specification Tools

+ Real-Time Policy Adjustment Capabilities

+ Automated Supervisory Functions

+ Informed Workers

+ Effectiveness Feedback Tools

= Full Useage of Supervisor & Worker Talent

What is Wrong With Current Solutions?

◆ They are "Data Centric" Approaches That:

– Do Not Encourage Process Innovation

– Still Require Intense Manual Supervision

– Prevent Managers From Adequately Controlling Resources to Achieve Objectives

– Are Not Easily Adapted to Individual Enterprise Requirements

◆ Do Not Have Adequate Feedback Systems to Accurately Measure Work Results

MasterLink is Better, Because:

- It Automates Supervison

- It Enables Continuous Improvement of Workforce Productivity

- It Puts Corporate Management in Direct Control of Workers

- In Real-time, it Informs/Enables/& Keeps Score

- Its Design is Easily Adapted to ANY Enterprise or Market

- It is Very Cost-effective

"MasterLink is a computer era breakthrough that lets the management manage the operation while the work force has the information to be fully utilized."

—Philip Crosby, Author

MasterLink: The Work Process Improvement Company